



COUNCIL AGENDA: 03-26-13
ITEM: 2.8

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Toni Taber, CMC
Acting City Clerk

SUBJECT: SEE BELOW

DATE: 3-13-13

**SUBJECT: SAN JOSÉ/SANTA CLARA WATER POLLUTION CONTROL PLANT –
NAME CHANGE**

RECOMMENDATION

As recommended by the Transportation and Environment Committee on March 4, 2013 and outlined in the attached memo previously submitted to the Transportation and Environment Committee, accept the staff report and:

- (a) Approve identifying the San Jose/Santa Clara Water Pollution Control Plant (Plant) as the San José – Santa Clara Regional Wastewater Facility in future communications and public outreach regarding this facility; and
- (b) Approve a corresponding logo for the Plant's proposed new name, San José – Santa Clara Regional Wastewater Facility, for use in future communications and public outreach.

Memorandum

TO: TRANSPORTATION &
ENVIRONMENT COMMITTEE

FROM: Kerrie Romanow

SUBJECT: SEE BELOW

DATE: 02-20-13

Approved Jennifer Wade aka Ed Shikada Date 2/21/13

**SUBJECT: SAN JOSE/SANTA CLARA WATER POLLUTION CONTROL PLANT -
NAME CHANGE**

RECOMMENDATION

Accept staff report and refer to Council for approval of staff recommendations:

1. Approve identifying the San Jose/Santa Clara Water Pollution Control Plant (Plant) as the **San José-Santa Clara Regional Wastewater Facility** in future communications and public outreach regarding this facility and;
2. Approve a corresponding logo for the Plant's proposed new name, San José-Santa Clara Regional Wastewater Facility, for use in future communications and public outreach.

OUTCOME

Four positive outcomes are envisioned to follow the approval of this recommendation:

- The new name allows for better recognition of the regional nature of the wastewater facility while preserving acknowledgement of ownership by the cities of San José and Santa Clara.
- The new name and logo acknowledge a new era for this facility as implementation of the Plant Master Plan and related capital improvement projects begins.
- The proposed logo incorporates the graphic element of the Plant Master Plan logo for visual continuity with this highly publicized plan.
- The proposed name correctly incorporates the accent on San José (the original name pre-dated the City's decision to use the accent).

BACKGROUND

The Plant is jointly owned by the cities of San José and Santa Clara with San José's Environmental Services Department (ESD) serving as the facility's operator and administrator. In addition to serving these two cities, the Plant contracts wastewater treatment service to other "tributary agencies," listed as:

- City of Milpitas
- Cupertino Sanitary District (Cupertino)
- West Valley Sanitation District (Campbell, Los Gatos, Monte Sereno and Saratoga)
- County Sanitation District No. 2-3 (unincorporated)
- Burbank Sanitary District (unincorporated)

When first constructed in 1956, the facility was named the San Jose Sewage Treatment Plant. In 1959, the City of Santa Clara helped fund upgrades, thereby becoming part owner, and the facility was renamed as the San Jose/Santa Clara Water Pollution Control Plant. Over the ensuing decades, the Plant continued to be upgraded, and neighboring cities contracted for wastewater treatment service. Today, the Plant stands as the largest tertiary facility in the western United States, serving more than 1.4 million residents and 7,000 businesses across eight cities.

Between 2008 and 2011, ESD developed a Plant Master Plan with significant public and stakeholder input to address the aging facility's needs for rehabilitation. Outreach for this process included the development of a Plant Master Plan logo. The final Plant Master Plan preferred alternative was approved by the cities of San José and Santa Clara in early 2012, and an Environmental Impact Report (EIR) is currently underway on that decision. In coordination with this new chapter in the Plant's history, ESD invited its employees to brainstorm on a new name for the facility. After vetting a final selection internally and holding informal discussions with staff at the City of Santa Clara and the Plant's Technical Advisory Committee, ESD is now proposing that the San José and Santa Clara city councils consider a new name and identity to better represent the facility (see Attachment A). The proposed new logo preserves the graphic elements of the Plant Master Plan logo.

ANALYSIS

The Plant is a critical facility that protects public health, the environment, and the economy of the South Bay. Outreach to the Plant's eight-city service area is regularly conducted to promote understanding of the facility's role and to engage residents and businesses in helping the Plant do its job by preventing the pollution of wastewater. The Plant's name, as is, does not convey this regional service area. The proposed new identity, **San José-Santa Clara Regional Wastewater Facility**, is seen as providing four benefits:

- It preserves the identity of the facility's ownership, but also expands that identity by introducing the word "regional."
- The timing of the name change acknowledges a new era for this facility with the anticipated rollout of the Plant Master Plan and related capital improvement projects.

- The proposed logo incorporates the graphic element of the Plant Master Plan logo for visual continuity with this highly publicized plan (see Attachment A).
- The new name corrects the facility's name to incorporate the accent on San José (the original name pre-dated the City's decision to use the accent).

Legal Issues, Implementation, and Cost

Legal Issues. The Plant's legal name (San Jose/Santa Clara Water Pollution Control Plant) is embedded in tributary agency contracts and the facility's five-year discharge permit. At this time, the proposal is not an official name change but rather an identity change to benefit public-facing outreach and communications about this regional facility. At a later date, when contract amendments are being pursued and the NPDES Permit is renewed, staff may propose a legal name change process. All official reports and memoranda related to the Plant will continue to reference the legal name in addition to the proposed new name.

Implementation. The announcement of the new identity would be timed with the approval of the final alternative of the Plant's EIR (anticipated for summer 2013). This would include media outreach, website postings, and neighborhood e-blasts to publicize the EIR decision and the Plant's new name; council offices would also be invited to publicize the decision in their respective newsletters. From that point forward, public documents and outreach about the facility would include the new name and logo.

Cost. Using the proposed name will incur no additional costs than would otherwise occur for future communications and outreach about the Plant. Signs that have already been planned for the Plant lands but have been on hold pending the approval of the proposed name will move forward with the new proposed name and logo, if approved by TPAC, Santa Clara and San Jose city councils. Bundling the announcement of the new name with communications about the Plant Master Plan in summer 2013 enables an efficient use of communication resources. The cost for graphic design services for developing the proposed logo is approximately \$400; a nominal additional cost would follow approval for the provision of final art files.

EVALUATION AND FOLLOW-UP

Staff plans to submit this recommendation to the Treatment Plant Advisory Committee (TPAC) on March 14, 2013 and thereafter to the Santa Clara and San Jose city councils for consideration.

POLICY ALTERNATIVES

Alternative #1: Engage other stakeholders including the tributary agencies in the naming effort

Pros: Would engage a broader set of stakeholders and may result in an identify that better reflects the facility use as well as its regional nature

Cons: Could result in added costs due to a larger outreach and engagement effort; would negatively impact the grassroots nature of this effort

Reason for not recommending: A broader naming effort would result in additional costs and would diminish the value added by this employee driven effort.

Alternative #2: *Make no changes to the existing Plant name and logo*

Pros: Avoids duplicate referencing of names in all official Plant documents, no added costs

Cons: Does not reflect the regional nature of the Plant and describes only the wastewater treatment function

Reason for not recommending: The existing Plant name and logo do not capture the regional nature of the Plant. The existing name describes wastewater treatment as the only function of the Plant and does not reflect the broader role the Plant plays in the region's public health, environment, and economy.

PUBLIC OUTREACH/INTEREST

- ☐ **Criteria 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- ☐ **Criteria 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- ☐ **Criteria 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

This report does not meet the criteria above.

COORDINATION

This report has been coordinated with the City Attorney's Office and will be presented to TPAC at its March 14, 2013 meeting.

CEQA

Not a Project, File No. PP10-069 (a) Staff Reports.

/s/

KERRIE ROMANOW

Acting Director, Environmental Services

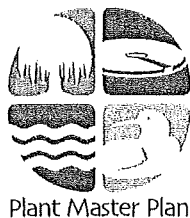
For questions, please contact Ashwini Kantak, Assistant Director at (408) 975-2553.

ATTACHMENT A

Current Plant Logo

SAN JOSE/
SANTA CLARA
WATER POLLUTION
CONTROL PLANT

Plant Master Plan Logo



Proposed New Logo with New Name

